into account the] being a function of results achieved by each display of the particular

advertisement on the same site previously.

2) (Amended) An Internet advertising system which includes

bid selection logic that schedules advertisements on the sites that meet bid specifications based

upon [the] results achieved by displaying the same advertisements on the same sites previously.

3) (Amended) The system recited in claim 2 wherein said bid [section] selection logic makes a

calculation of said schedule when each view-op appears after an initialization period.

11) (Amended) The system in claim 5 wherein said evaluation logic [taken] takes into

consideration the action taken by a viewer in response to viewing an advertisement.

14) (new) Methods for providing a schedule for displaying an advertisement a desired number

of times over a period of time on a plurality of websites, comprising,

computing scaling factors representative of the advertisement's effectiveness on the

websites, and,

deriving the schedule as a function of an expected number of times the websites present a

viewing opportunity over the period of time, and the scaling factors.

15) (new) Methods according to claim 14, wherein computing scaling factors comprises

determining a number of click-throughs for the advertisement at a viewing opportunity on the

websites.

16) (new) Methods according to claim 14, wherein computing scaling factors comprises establishing an initialization period with an associated initialization advertisement display schedule.

17) (new) Methods according to claim 14, wherein deriving the schedule comprises computing a probability of display for a viewing opportunity on the respective websites.

18) (new) Methods according to claim 14, comprising updating the schedule upon each viewing opportunity.

19) (new) Methods for selecting an advertisement for display in response to a viewing opportunity on a website, comprising,

providing advertisement bids having an advertisement, an advertisement campaign, and an advertisement selection criteria,

comparing characteristics of the viewing opportunity to the advertisement bid selection criteria to identify at least one matching advertisement bid,

selecting a highest matching advertisement bid,

for the highest matching advertisement bid, computing a display schedule as a function of the associated advertisement campaign and a scaling factor representing the associated advertisement's effectiveness at viewing opportunities on a plurality of websites,

determining from the display schedule whether the highest matching advertisement bid's advertisement should be displayed, and,

displaying the advertisement, or otherwise eliminating the highest matching advertisement bid from the identified matching advertisement bids, and returning to selecting a highest matching advertisement bid.

20) (new) Methods according to claim 19, wherein comparing characteristics of the viewing opportunity comprises comparing demographic profile information about a user accessing the website.

21) (new) Methods according to claim 19, wherein comparing characteristics of the viewing opportunity comprises comparing information from the website.

22) (new) Methods according to claim 19, wherein computing the display schedule comprises measuring the advertisement's effectiveness by the number of respective click-throughs for the advertisement on the plurality of websites.

23) (new) Methods according to claim 22, further comprising generating effectiveness statistics during a specified initialization period.

24) (new) Computer program products disposed on a computer readable medium for providing a schedule for displaying an advertisement a desired number of times over a period of time on a plurality of websites, the computer program products comprising instructions for causing a processor to,

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compute scaling factors representative of the advertisement's effectiveness on the websites, and,

derive the schedule as a function of an expected number of times the websites present a viewing opportunity over the period of time, and the scaling factors.

25) (new) Computer program products according to claim 24, wherein the instructions to compute scaling factors comprise instructions to determine a number of click-throughs for the advertisement at a viewing opportunity on the websites.

26) (new) Computer program products according to claim 24, wherein the instructions to compute scaling factors comprise instructions to establish an initialization period with an associated initialization advertisement display schedule.

27) (new) Computer program products according to claim 24, wherein the instructions to derive the schedule comprise instructions to compute a probability of display for a viewing opportunity on the respective websites.

28) (new) Computer program products according to claim 24, further comprising instructions to update the schedule upon each viewing opportunity.